



# ARELLO Certification from A to Z

A comprehensive guideline on the ARELLO course certification process and how the CDEI program works.

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# About Me

I started working at ARELLO in November 2020 as the Director of Distance Education Certification Program

Prior to working at ARELLO, I worked as the Director of Regulatory Compliance for a national provider for 17 plus years.

Started as a small private business and was the first provider to get an online prelicense course approved in the nation with the Georgia Real Estate Commission

My team and I managed the real estate, appraisal, home inspection and insurance compliance for all 50 states.

# Overview of ARELLO

ARELLO is the Association of Real Estate License Law Officials. We are an international membership-based organization. We support our members through resource materials, events, training and certification programs, and by facilitating collaboration around best practices in real estate regulation.

**Mission:** ARELLO supports jurisdictions in the administration and enforcement of their real estate license laws.

**Purpose:** To promote and facilitate excellence in real estate regulation to protect the public interest.

In 2010, at the direction of President Gary Isom, an ad hoc working group comprised of Chair Grace Berger, Robert Fawcett, Teresa Hoffman, and Charles Clark conceptualized, researched, and wrote the history of ARELLO. Numerous other past and present ARELLO members and staff contributed significantly to the work. This document can be found on the ARELLO website.

# Distance Education Certification Program

In an effort to better equip its members to protect the public through quality education of its regulated professionals, the ARELLO Education Certification Committee has developed a set of Distance Education Standards that is applicable to all fields and professions. "ARELLO Certified" assures that important educational principles are being adhered to.

Our Distance Education Certification Program certifies distance education courses using our comprehensive and rigorous Distance Education Standards. This program fosters excellence in professional education by evaluating the design and delivery of distance education courses.

Based on these Standards, Policies and Procedures were created and are used as the guidelines for reviewers and providers to understand what is required for a course to be ARELLO certified.

# Provider Types

## Primary Providers:

- Create and own the course content and curriculum

- Have their own course platform and Learning Management System

- Can be the school of record or can resell their content and platform to secondary providers

## Secondary Providers:

- Have an agreement with a Primary Provider

- Uses the Primary Provider's platform and content to resell as the school of record

Some regulatory jurisdictions require ARELLO/IDECC certification for both Primary and Secondary Providers where other jurisdictions allow Secondary Providers to piggyback off the Primary Provider's ARELLO certification.

# The Different Certification (Applications)

**Initial Certification** – This is granted for a provider who has never submitted a course to ARELLO before. It is a longer application in which providers submit information about both their entity as well as the course and its platform. Providers will only have to submit this application once (unless there is a complete platform change)

**Subsequent Certification** – This is granted for a provider who has already submitted the initial application and is submitting other courses for certification

**Recertification** – All ARELLO certifications are for a 3 year period. In order to continue to offer the course, it must be recertified every 3 years.

**Substantive Changes** – If there are substantive changes to a course OR platform, providers will need to submit a new application.

# Types of Courses that ARELLO Certifies

**Asynchronous** – Asynchronous learning occurs when interaction between the instructor and learner is non-simultaneous or takes place at different times. There are generally not fixed times or locations.

**Synchronous** - Synchronous learning occurs when the interaction between the instructor and learner is simultaneous or in real time. The learners meet in certain locations and sometimes in specific locations, depending upon the technology being used. Such instruction is time-bound and not always place-bound.

# ARELLO Certification Fees

Primary Provider:

\$995 for the initial certification (asynchronous) and \$500 (synchronous)

\$753 for the second and subsequent courses (asynchronous) and \$375 (synchronous)

\$569 for recertification (asynchronous) and \$260 (synchronous)

\$185 for both ARELLO and IDECC certification

\$115 penalty for late recertification application

# ARELLO Certification Fees

## Secondary Providers

\$334 for the first course offered via (asynchronous)

\$270 for the second and subsequent courses (asynchronous)

\$236 for recertification (asynchronous)

\$115 penalty for late recertification application

\$185 for both ARELLO and IDECC certification

Note: There is no secondary providers for synchronous courses

# What is the CDEI Designation?

The CDEI™ program is designed to prepare instructors to teach professional and academic education courses via a variety of distance education delivery methods such as Internet and video-conferencing.

The CDEI™ program is also designed to present theory and good practice for facilitating a distance education course. The program is divided into two courses: (1) How and why adults learn, and (2) Principles of good practice for teaching online. Each course contains five major learning objectives. Completion time for each module is approximately six hours for a total of twelve hours for the entire program. To earn the CDEI certification, the student must complete both courses.

# Course 1 How and Why Adults Learn

Evaluate whether or not good teaching can be taught.

Describe how adults learn.

Interpret how adult students differ.

Compare how approaches to teaching differ.

Appraise strategies for assessing adult learners in distance education courses.

## Course 2: Principles of Good Practice for Teaching Online

Identify distinct elements of distance education.

Explore and list categories of distance education.

Describe technology used in distance education.

Interpret standards for distance education.

# CDEI Course Fees

\$484 for initial certification – 2 approximately 6 hour courses and the certification is valid for three years

The two initial certification course are no longer sold separately

Recertification is required every three years.

We have simplified the CDEI renewal process.

Students take a single 8-hour renewal course every 3 years to maintain the certification.

Renewal course cost: \$236

# Obtaining Your CDEI

To obtain your CDEI for the first time, you must create your CDEI profile, enroll in and complete the CDEI Core Courses within 90 days. After you purchase the courses, you'll receive an email with detailed instructions on how to access the courses. Follow the instructions in the email to proceed.

You can create your profile at [www.idecc.org/CDE.cfm](http://www.idecc.org/CDE.cfm)

Create your CDEI Profile. You will receive your CDEI ID via email.

Login to the CDEI Portal using your CDEI ID and email address.

You will see a message with information about enrolling. Click "Enroll Now" to continue.

# Additional CDEI Information

Our CMS system will know that the instructor associated with a course submission has obtained the CDEI certification.

You will receive an automated recertification email every three years to remind you that you need to recertify prior to the expiration date.

One thing to note, once you complete your CDEI course(s), your certificate may not be emailed until an hour after completion.

If you have any questions or issue with your CDEI account, do not hesitate to contact me.

# Before you start the certification process, get to know the Standards and P&Ps!

I can not stress enough how important it is to thoroughly read the Standards and Policy/Procedure manuals before doing anything.

Reviewers use the policies and procedures as guidance for certification

Knowing what is expected prior to starting the course creation will save providers time, money, and headaches.

When a course is submitted with all the required documentation and meeting the requirements set forth by the documents speeds up the certification process

Our new DECMS (previously CMS) went live October 1st this year.

# Overview of ARELLO's P&P

This overview is not inclusive of all the Procedures associated with the Policies.

It highlights some of the most important information

There are two different Policies and Procedures , one for Asynchronous and one for Synchronous submissions.

The Education Certification Committee is currently reviewing and updating the Standards, Policies and Procedures and are proposing to create one document where the P&P associated with a Standard will be listed under that Standard.

This is similar to how the Alabama Real Estate Commission's License Law and Rules are written.

We expect these updates to be reviewed and approved by April 2024,

**Policy 1 – The appropriate application must be submitted.**

**Procedure 1d:** The provider must provide access to all course information and documentation including a timed outline and narrative, PowerPoint slides, planned activities, etc. The review will not begin until all information has been received.

**Procedure 1f:** A provider who submits an incomplete application will have thirty (30) days to comply with ARELLO® application requirements. If a provider fails to submit a complete application, the application will be cancelled and fees forfeited.

**Note:** In our new DECMS, a submission can not be finalized until all required documents have been uploaded and tagged. (More on this later)

Policy 2: ARELLO may deny certification of any course submitted by a provider.

Procedure 2b: During the course review, the ARELLO® Reviewer may cite deficiencies in the submission for certification. The provider will have forty-five (45) days to remedy the deficiencies cited by the reviewer. If the provider has not responded within that timeframe, the application will be deemed abandoned and fees forfeited. After the provider has notified ARELLO® that the deficiencies have been remedied, the course will undergo a final review. If the course does not meet the Standards at that time, the course will be denied. If the course is submitted again in a new submission, ARELLO® shall assign the course to a different reviewer.

Policy 3: Certification is granted when a submission is in compliance with the ARELLO Standards.

## Policy 4: Distance education courses are required to have a learner orientation and support services (Asynchronous)

Procedure 4a: The orientation must be provided prior to the learner beginning the course.

Procedure 4b : The orientation must contain name and contact information for instructor, instructor response time, course description, prerequisites for course (if any), criteria for successful completion of the course, exam information, refund policies, equipment/system requirements, tech support information, any relevant jurisdiction specific requirements.

Procedure 4c: The orientation must contain a mandatory acknowledgement by the learner.

Procedure 4d: Secondary providers must provide their own orientation.

# Policy 4: Distance education courses are required to have a learner orientation and support services (Synchronous)

Procedure 4a: The orientation must be provided prior to the learner beginning the course. (no later than 1 day prior to the course start date)

Procedure 4b covers information that should be included in the orientation and should be reviewed. One important item that must be included is a code of conduct which must include the following:

Students must use video and be present on the camera at all times without the use of still pictures or icons

Students must be present the entire course with the only exception being a temporary loss of connection up to 15 concurrent minutes each contact hour

Students must behave appropriately and pay attention as if they were sitting in a classroom

Students cannot be participating in other activities such as driving, phone calls, office paperwork, conversations with people who are not involved in the course, or anything else unrelated to the course

Students must not participate in general or personal comments using the course's chat tool

# Policy 5: Distance education courses are required to have learning objectives

Procedure 5a: The learning objectives must describe the expected outcomes of the learning process and how well the learners are expected to master the content at the intended level.

Procedure 5b: Learning objectives must follow Mastery Based learning principles and must be written in performance terms utilizing Bloom's Taxonomy.

# Policy 6: All courses submitted for Certification are required to have quantifiable evidence of clock hour request. (Asynchronous)

Procedure 6a: Providers are required to submit written documentation of timing justification. A written rationale for why the amount of content in the course justifies the amount of time requested is required.

Procedure 6b: ARELLO's® methods for quantifying course timing vary based on the type of instruction, as follows:

1. Course Text - The course provider must submit a document or chart containing reference to the text quantifying the number of words included in the course content. The following measures will be used to calculate the amount of time a learner will spend reading the course content for comprehension:

- a. Basic level courses – 250 words per minute
- b. Intermediate level courses – 200 words per minute

Advanced level courses – 150 words per minute (A written justification must be submitted for courses claiming advanced level.)

## Policy 6: All courses submitted for Certification are required to have quantifiable evidence of clock hour request. (Asynchronous)

**Instructional Elements** – Instructional elements are components through which content may be delivered. With each course submission, the provider must submit documentation summarizing the amount of course time for the instructional element.

**External Links** – The content included on an external website can only be counted in course timing if the course instructions require that the learner read the content and mastery of the content is included in the assessments.

**Interactive Exercises** – Instructional elements such as multiple-choice exercises are often used to reinforce course content. Other types of instructional elements include True/False, Matching, Fill in the Blanks, etc. If a provider requests that these instructional elements be included in course timing the provider must submit documentation listing the amount of time a learner should spend with each exercise.

## Policy 6: All courses submitted for Certification are required to have quantifiable evidence of clock hour request. (Asynchronous)

**Video/Audio Content** – Provider must provide the actual amount of time it takes to cover the content. An assessment must immediately follow the video/audio content and must measure mastery of the content. If the video/audio content is an instructional element of the course in review, the provider is required to inactivate the fast-forward functionality of the video/audio.

**Assessments** – Required assessments may be included in the computation of course time. Lower order assessment items (true/false, standard multiple choice) are included at 30 seconds each. Higher order assessment items such as questions based on case studies or multiple-choice questions with plausible distractors are included at one minute each. Remediation will not be counted toward clock hours.

**Review Sections** – Identical course content that is repeated for the purpose of review cannot be counted in course timing computations. A review section can be written as a summary of previous content only if it is not a duplication of that content.

Policy 6: All courses submitted for Certification are required to have quantifiable evidence of clock hour request. (Asynchronous)

Procedure 6c: Time studies are also required to assess appropriate clock hours. Three methods are available for providers to meet the time study requirement.

The provider can have 10 individuals of an appropriate sample audience complete the course and fill out the Time Study Participant form.

The provider may have two qualified professionals, who are experienced with course content and instructional design, complete the course and attest to the appropriate time by completing the Time Study Participant Form.

The provider can provide duration data for 50+ learner completions in jurisdictions that do NOT enforce seat time where the course has already been offered.

Policy 6: All courses submitted for Certification are required to have quantifiable evidence of clock hour request. (Synchronous)

Procedure 6a: Providers are required to submit written documentation of timing justification. A written rationale for why the amount of content in the course justifies the amount of time requested is required.

Procedure 6c: A detailed timed outline must be submitted for approval and certification. When courses are offered, the amount of time must be documented using start time and end time for all course offerings.

Procedure 6e: Time studies are not required for courses taught completely by synchronous delivery; however, providers will still be required to submit written documentation of timing justification.

Procedure 6f: ARELLO® recognizes an instructional hour as 50 minutes.

Policy 7: All courses submitted for Certification are required to have a time tracking system.

Asynchronous: Procedure 7a: Providers are required to have a learning management system (LMS) or presentation platform in place that quantifies the amount of time learners spend in a course. This includes time reading content, taking assessments, and participating in other instructional activities. This requires documentation of learners' average completion in a course. Providers will be required to show evidence that their LMS or presentation platform has time tracking and reporting capability during the initial certification and recertification reviews.

Synchronous: Procedure 7a: Providers will be required to show evidence of start and end times for all course offerings. Evidence can include screen captures, time logs, chat logs, documentation from a moderator, etc.

## Policy 8: Distance Education courses are required to have interactivity. (Asynchronous)

Procedure 8b: ARELLO® requires the evidence of interactivity. There are three types of interaction: learner-to-content, learner-to-instructor, and learner-to-learner, as described in the ARELLO® Distance Education Standards.

ARELLO® requires evidence of learner-to-content interaction. Examples of learner-to-content interaction include, but are not limited to, links to vocabulary words, supplemental reference material, exercises, quizzes, final exams and remediation exercises. It should be noted that “clicking” does not constitute learner-to-content interaction. Providers must ensure that each learner participates in all interactions in order to receive a certificate of course completion.

Procedure 8d: ARELLO® requires evidence of learner-to-instructor interaction. Examples of learner-to-instructor interaction include, but are not limited to, interaction at the time of orientation and interaction during a course by answering learner questions. The instructor’s direct contact information must be provided to the learners.

Policy 8: Distance Education courses are required to have interactivity. (Synchronous)

Procedure 8b: ARELLO® requires evidence of proper interactivity which can include, but not be limited to, supplemental reference material, exercises, quizzes, polling questions, chat box, breakout groups, and final exams. Providers must ensure that each learner has participated in interactions in order to receive course credit.

Procedure 8c: For every credit hour of course content, there must be evidence of at least one activity.

## Policy 9: Distance education courses are required to have assessments and use remediation within the course design. Asynchronous Specific Policy

Procedure 9b: Incremental assessments should be designed to properly measure whether or not mastery of the material has been achieved. Incremental assessments are considered to be quizzes given throughout each logical unit of instruction. These assessments should be properly designed to ensure questions are not simplistic and are not repetitive. Assessment items should be tied to course objectives. A map of the item-to-objective relationships must be documented.

Procedure 9c: ARELLO® requires a minimum of 10 incremental and/or required summative assessment items be posed per hour of instruction for the course. A bank of assessment items must provide a 3:1 ratio. True/false questions cannot constitute more than 10% of an incremental assessment.

Procedure 9d: Summative assessments are highly recommended but are not required for ARELLO® Certification. True/false questions are not allowed in summative assessments.

## Policy 9: Distance education courses are required to have assessments and use remediation within the course design. Asynchronous Only Policy

Procedure 9e: Incremental (quizzes) and summative (final exam) assessments are required to be developed using assessment bank systems with random item selection to measure each learning objective, or a similar process, to ensure the integrity of the assessment. ARELLO® requires the use of a 3:1 ratio of questions stored to questions presented.

Procedure 9g: Remediation is required within the course and takes place during the process of an assessment. Remediation involves providing a learner who has answered an item incorrectly with an indication of why the answer was incorrect. The following are not considered adequate remediation: giving the learner an immediate opportunity to retake an identical question or providing the learner with the correct answer without providing an accompanying explanation. Remediation must be implemented as a part of the required incremental assessments.

Distance Education Courses are required to have evaluations of the learner experience.

Tabulation of the responses to each question presented in the evaluation is required for recertification of the course. All comments must be provided.

Providers can use the ARELLO evaluation or submit their own evaluation

Note: This is Policy 9 for Synchronous and Policy 10 for Asynchronous. This is where the numbering of the Asynchronous and Synchronous P&P are no longer in the same order.

# All courses submitted for certification are required to have a qualified instructor.

## Asynchronous

ARELLO® certified courses are required to have an instructor with a current Certified Distance Education Instructor (CDEI™) designation. ARELLO® requires a qualified instructor for every certified course.

The instructor must be trained in the use of the learning management system (LMS) or presentation platform by the provider. Primary providers must provide access to the LMS or presentation platform. The approved CDEI™ instructor must monitor learner progress in the course.

Instructor credentials must be submitted with the application and reflect experience and expertise in the subject matter and the distance delivery.

Providers shall provide a policy manual for instructor selection and management.

In order to be approved as the instructor for the course, the instructor applicant must provide evidence of either having been involved in the development of the course or having successfully completed the course.

All courses submitted for certification are required to have a qualified instructor.

## Synchronous

ARELLO® certified courses are required to have an instructor with a current Certified Distance Education Instructor (CDEI™) designation. ARELLO® requires a qualified instructor for every certified course.

Instructor credentials must be submitted with the application and reflect experience and expertise in the subject matter and the distance delivery.

Instructors should not allow more than 30 students unless an additional moderator is assisting with the monitoring of students. Moderators are not required to hold the CDEI.

In order to be approved as the instructor for the course, the instructor applicant must provide evidence of having been involved in the development of the course.

All courses are required to provide secure and accurate documentation of learner identity.

Providers must explain what methods and tools are utilized to ensure proper sufficient proof of learner identity.

Some jurisdictions may require some form of identity verification from the learner attesting to the learner's identity. Providers must maintain these verifications in compliance with the respective jurisdiction's requirements.

# Asynchronous Policies 13, 14. and 16

**Policy 13:** All courses submitted for certification are required to have learner support services.

**Policy 14:** Providers are required to monitor learner progress. Providers and Instructors must monitor the qualitative characteristics of the course such as course completion and dropout rates, remediation frequency, course completion times, instructor response times and interactivity.

**Policy 15:** If a primary provider has a relationship with a secondary provider, the primary provider must supply the secondary provider with the necessary support. ARELLO® requires primary providers to develop a reference manual for secondary providers. The instructor for the secondary provider must complete the course and submit the certificate of completion with the instructor application.

# Providers must give advance notice of substantive changes to a course.

Procedure 16a: A provider considering substantive change(s) to a course(s) should notify ARELLO® in writing of any proposed changes sixty (60) days in advance of the change.

Procedure 16b: Substantive changes are generally defined as any changes in the course that will affect the certified instructional design and/or delivery. Substantive changes may be:

- changes in course clock hours;
- major content revisions to course content or LMS
- new administration and/or owners;
- additions, removals or modification of course instructors.

Providers must file an application for a renewal of certification every three (3) years.

Application for recertification shall be submitted at least 90 days prior to the expiration of the current certification period. An application is deemed timely submitted if it is electronically submitted on or before the deadline.

If the application for recertification is submitted within the 90-day period of the expiration date, a late recertification fee applies.

The course will not be eligible for recertification after the expiration date and must be filed as a new course.

# Course Maintenance Policies

Courses must be offered as they are certified. Providers are prohibited from manipulating the instructional design of the course and offering the course as certified without approval by ARELLO®.

Providers may not use the ARELLO® certification logo without current certification.

Providers must notify ARELLO® of any change in provider accreditation, approval or jurisdictional licensure status.

# Final Two Policies

ARELLO® is authorized to perform course audits. ARELLO® may, on its own motion, or on behalf of a stakeholder, perform a course audit or investigate a complaint and any evidence presented in connection with the complaint.

Any stakeholder may appeal decisions made by ARELLO®. Review the Policies and Procedures for the appeal process.

# Certification Steps – Get to Know the ARELLO Website: [www.arello.org](http://www.arello.org)

Under the Programs tab, providers can choose Distance Education Program to get directed to the appropriate page. What you can find on this page:

Applications/Time Study Form/Instructor Qualification

Forms/Standards/P&P: <https://www.arello.org/programs/distance-education/applications/>

How to Certify: <https://www.arello.org/programs/distance-education/how-to-certify/>

FAQs: <https://www.arello.org/programs/distance-education/faq/>

Course Management System: <https://cms.arello.org/>

Course Search: <https://cms.arello.org/certified-courses/>

# Creating a Provider Account in the DECMS

Every new provider will need to create a provider account in the ARELLO DECMS.

<https://cms.arello.org/> - On the right side of the page, under the sign in box, there is a green "Create New Account" button.

Information that is required to enter includes: Provider name, address, phone number, website, Contact Information, Instructor Information

There can be more than one Contact for a provider account, but one has to be designated as the primary contact.

There can be more than one Instructor for a provider account and a certified course, but each Instructor must be CDEI certified.

# Demo of Steps to Submitting a Course

There is a recorded Zoom meeting where Darren Whorton reviews the new DECMS and the steps to submitting a course . It is available on ARELLO's website and in Provider's Dashboard.

I am going to give you a quick overview of the DECMS



Questions? I am here to help!

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